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Millpledge Veterinary Marks 50 Years of Veterinary Innovation with New Global Rebrand

Trusted for Generations, Millpledge Moves Forward with its “Made for Practice Life” Positioning

NOTTINGHAMSHIRE, United Kingdom – June 11, 2026 - Millpledge Veterinary, a leading global manufacturer and distributor of veterinary consumables, disposables, nutraceuticals and pharmaceuticals, is marking a major milestone this year as the company celebrates 50 years of delivering practical, trusted solutions to veterinary professionals around the world.

Founded in 1976 by Derek “Slim” Carthew, MRPharmS, and Graham Cheslyn-Curtis as Millpledge Pharmaceuticals, the company was built on a simple but enduring mission: to provide reliable, practical products that support better veterinary care. Over five decades, Millpledge has grown into a globally trusted veterinary partner, supporting practices with innovative consumables, bandages, dressings and clinical essentials used every day in veterinary care.

As part of its 50-year anniversary celebrations, Millpledge is unveiling a complete global rebrand, introducing a refreshed look and feel across its product portfolio, marketing efforts and communications. The new identity reflects the company’s continued evolution and future-focused vision: to be the most trusted global partner in veterinary care, enabling veterinary professionals to deliver exceptional veterinary care with ease and confidence.

At the heart of the rebrand is the new brand theme, “Made for Practice Life,” which reflects Millpledge’s deep understanding of the realities of modern veterinary practice and its commitment to developing solutions that make every day clinical care more efficient, practical, and dependable.

“Our 50th anniversary is not only a celebration of our heritage, but also a statement about where we are going,” said Gary Welsh, Commercial Director at Millpledge Veterinary. “The veterinary profession continues to evolve, and so do the needs of veterinary teams. Our new brand identity and ‘Made for Practice Life’ positioning reflect our commitment to supporting veterinary professionals with products and solutions designed around the realities of practice life — helping teams deliver exceptional care with confidence every day.”



Leading the global rebrand initiative was Meryl Lang, Head of Global Product Marketing & Development, whose leadership helped shape the company's new identity and positioning for the future.

“This rebrand has been an incredible journey and a true team effort across the entire business,” said Lang. “From Marketing and Sales through to Production, Quality, and our Import and Export teams, colleagues across Millpledge have contributed their expertise, passion and commitment to bringing this vision to life. The result is a brand that better reflects who we are today, while staying true to the practical, dependable values that have defined Millpledge for the past 50 years.”

A Legacy of Veterinary Innovation

Over the past five decades, Millpledge has continued to evolve alongside the veterinary profession:

- **1976 – Foundation**

Derek “Slim” Carthew established Millpledge Pharmaceuticals with Graham Cheslyn-Curtis, focused on delivering practical, reliable solutions for veterinary care.

- **1980s – Growth**

Expansion into essential bandages, dressings and consumables for everyday veterinary practice.

- **1990s – Established Focus**

Trading as Millpledge Veterinary, supporting the treatment and care of patients in practice.

- **2000s – Innovation**

Launch of Rapz Eazy Tear®, setting a new standard in cohesive bandaging for veterinary care.

- **2010s–2020s – Advancement**

Continued expansion of the product range and international distribution, becoming a trusted presence in veterinary practice globally.

- **2026 – 50 Years Forward**

A new brand for a new era — shaped around veterinary care and continuing to deliver practical solutions that improve clinical care and efficiency.

Today, Millpledge products are trusted by veterinary professionals across international markets, supporting clinical teams with dependable products designed specifically for the demands of veterinary practice. As the company enters its next chapter, Millpledge remains focused on innovation, partnership and supporting the veterinary profession through solutions truly “made for practice life”.



For more information on Millpledge's product offerings, or to learn more about the exciting new rebrand, please visit www.millpledge.com

About Millpledge Veterinary

Millpledge Veterinary is a UK-based manufacturer with 50 years of experience producing high-quality veterinary consumables, disposables, nutraceuticals and pharmaceuticals that support veterinary teams and the patients they treat. With operations in the UK, China, Europe, Central America, Canada and the United States, Millpledge has evolved to meet the changing demands of the industry as a global supplier to veterinary practices, serving more than 60,000 veterinary practices worldwide.

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